

Message Text

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15

ORIGIN EB-07

INFO OCT-01 AF-10 ARA-10 EA-10 EUR-12 NEA-10 RSC-01 IO-10

ISO-00 CIAE-00 COME-00 INR-07 LAB-04 NSAE-00 PA-02

SIL-01 USIA-15 PRS-01 /101 R

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USIA/ICS - HSCHNEIDMAN(SUBS)

"OM/BIC/OIM - RGARNITZ

ARA/ECP - ECOHEN (SUBS)

;F/EPS - LWHITE(SUBS)

EA/P - RWHITE (SUBS)

NEA/RA - HMONTGOMERY (SUBS)

EUR/RPE:HARDING

COM/BEWT:THOMPSON

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R 202217Z DEC 74

FM SECSTATE WASHDC

TO ALL DIPLOMATIC AND CONSULAR POSTS

UNCLAS STATE 279299

INFORM CONSULS

E.O. 11652: NA

TAGS: BEXP, XX

SUBJECT: COMMERCIAL PRESENCE FAIRS PROGRAM

PASS CONSULS

REF: (A) STATE A-9254, NOVEMBER 8, 1973; (B) STATE A-6674,

--- 8/22/74

1. REFERENCE A OUTLINES THE ESTABLISHMENT OF THE COMMERCIAL
PRESENCE FAIRS (CPF) PROGRAM AND THE BASIS FOR

POSTS' PARTICIPATION IN THIS PROGRAM. REFERENCE B GIVES
A BASIC GUIDELINES FOR HANDLING THE ADMINISTRATIVE DETAILS

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BY POSTS SELECTED TO PARTICIPATE. THE CPF/PROGRAM W AS

INITIATED IN FY 1974 TO PROVIDE FOR US PARTICIPATION IN NATIONAL FAIRS WHERE THIS PARTICIPATION WOULD FURTHER US FOREIGN POLICY GOALS BUT THE SHORT TERM COMMERCIAL POTENTIAL DID NOT JUSTIFY IT UNDER REGULAR COMMERCE PROGRAMS. POSTS SHOULD READ CAREFULLY THE REFERENCE INSTRUCTIONS BEFORE SUBMITTING FY 76 EVENTS FOR CONSIDERATION.

2. THERE WILL NOT BE SUFFICIENT FUNDING OR PERSONNEL TO PARTICIPATE IN ALL POST SUGGESTED FAIRS AND THEREFORE POST JUSTIFICATIONS WILL PLAY AN IMPORTANT PART IN FINAL SELECTIONS.

3. WE WANT TO REEMPHASIZE THAT THE PURPOSE OF THE CPF PROGRAM IS TO PROVIDE A COMMERCIAL PRESENCE AND TO MAXIMIZE THE LONG-TERM COMMERCIAL GAIN ACCRUING FROM U.S. PARTICIPATION IN SELECTED NATIONAL FAIRS.

4. HOWEVER, POSTS REMINDED THAT THE BURDEN FOR RECRUITMENT AND ADMINISTRATIVELY SUPPORTING A CPF FALLS ON THE POSTS AND POSTS' EFFORTS ARE EXPECTED TO GENERATE TWO-THIRDS OF THE FUNDS. THE STRONG SUPPORT OF THE AMBASSADOR AND HIS WILLINGNESS TO PERSONALLY ASSIST IN RECRUITING FIRMS TO PARTICIPATE IS ESSENTIAL IF A FAIR IS TO BE SUCCESSFUL. WHERE THIS COMMITMENT IS NOT PRESENT, POSTS SHOULD HAVE SECOND THOUGHTS ABOUT SUBMITTING NOMINATIONS.

5. WE ANTICIPATE ANNOUNCING FAIRS SELECTED FOR INCLUSION IN FY-76 CPF PROGRAM BY FEBRUARY 15 1975.

6. ACTION: POSTS SHOULD REVIEW PROSPECTIVE FAIRS IN THEIR COUNTRIES WHICH ARE SCHEDULED TO OCCUR AFTER JUNE 30, 1975 AND WHICH WOULD QUALIFY UNDER THE CPF GUIDELINES. NOMINATIONS MUST BE CABLED NLT JAN 15 1975. NOMINATION CABLES SHOULD INCLUDE: NAME AND NATURE OF EVENT, EVENT DATE, LOCATION, AND JUSTIFICATION FOR "CPF PRESENCE". POSTS SHOULD FOLLOW CABLE WITH AN AIRGRAM CONTAINING:

- A. RECOMMENDED THEME AND SUPPORTING RESEARCH IF APPROPRIATE.
- B. FAIR AUTHORITY LITERATURE, PHOTOS, STATISTICS AND SPACE COSTS.
- C. ESTIMATED NUMBER OF PARTICIPANTS AND OVERALL ROUGH

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COSTS.

7. EASTERN EUROPEAN POSTS AND PEKING ARE INFO ADDRESSES ONLY. PROGRAMS OPERATED BY BEWT IN COMMERCE AND USIA ALREADY SERVE FOR THESE POSTS THE FUNCTIONS FOR WHICH THE CPF PROGRAM IS DESIGNED. SISCO

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Message Attributes

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Decaption Note:
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Disposition Approved on Date:
Disposition Authority: n/a
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Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Enclosure: n/a
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